

## Plan

### W.P. WHITSETT GARDEN ACRE HOME GROUP PLAN NON-PROFIT ORGANIZATION of Van Nuys, California.

#### Purpose.

To build and sell Garden Acre Homes <sup>in the San Fernando Valley</sup> ~~near Van Nuys~~, in groups of five each, for cash, as a community service and not for private gain to any member of the Organization.

#### Organization.

Van Nuys Branch Security-First Nat' Bank represented by	Mr. Bowerman
" " " California Bank	" " Mr. Chisholm
" " " Bank of America	" " Mr. Malin
Van Nuys Chamber of Commerce	" " Mr. Platt
Van Nuys Building & Loan Association	" " Mr. Keffer
Poultry Industry of Van Nuys	" " Mr. Holloway
Merchants Credit Association of Van Nuys	" " Mr. Albright
Van Nuys News	" " Mr. Mendenhall
Van Nuys Tribune	" " Mr. Messerley
	Chairman Mr. Whitsett
	Secretary Roy V. Milner

#### Million Dollar Project for Van Nuys.

The Plan contemplates the possible building and selling of 300 Garden Acre homes, in groups of 5 each, at approximately \$3,500. each, for cash to the Organization, involving the possibility of upwards of a million dollars of new business for the ~~Van Nuys Community~~ <sup>San Fernando Valley</sup>.

#### \$100,000. Community Advertising Fund.

The Plan contemplates that the large interests in and near Van Nuys, including W.P. Whitsett, should donate 125 acres at \$800. per acre, or \$100,000. in all, to be the first groups to be built on and sold and the proceeds thereof to constitute a "war chest" or advertising fund for the Organization and community.

#### Optioned land for additional groups.

The plan contemplates securing options for one year on 175 acres additional, <sup>in San Fernando Valley</sup> ~~close to Van Nuys~~, at not over \$800. per acre. None of Mr. Whitsett's land to be optioned but foreclosed property of bank members may be optioned if put in at foreclosure costs in order to keep faith with the "non-profit" representation. All such land to be on paved street, have water, gas and electricity, to be not over 660 feet deep and price to include all assessments and taxes paid.



### Prices.

Secure plans, specifications, artist's drawings, estimates, etc., for a 5-room house, with 5 alternate elevations, to be snappy, modernistic and unique in design, of sound construction and with good sized rooms and total area of not less than 1200 feet and with such standardized features as to be built, including double garage, cement walks, cesspool and fencing for not over \$2,500.

The set-up then should be approximately as follows:-

1 Garden Acre . . . . .	\$ 800.
House, etc., complete . . . . .	2,500.
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5% commission on land only to licensed broker . . . . .	40.
Advertising, supervision of building, etc . . . . .	160.
Total cost to Organization . . . . .	<hr/>
	\$3,500.
Sales price in groups of five . . . . .	3,500.

### Free Preliminary Advertising.

Secure from Los Angeles newspapers free opening advertisements and/or publicity as large as possible on the strength of the non-profit, community service features of the plan and Organization and the inducement that future paid advertising will be distributed pro-rata among those newspapers giving free opening ads, and/or publicity.

Get some established capable advertising agency to write ads and handle publicity on the same terms, to-wit: no charge for opening ads and publicity and agreed price (probably percentage) for future business.

Run all free opening ads as near Feb. 22, 1932, as that day is the 21st birthday of Van Nuys.

All advertisements to be run in the name of the Organization, giving the names of the members thereof.

Should also get assistance in advertising from L. A. Chamber of Commerce, M. & M. Assoc. of L.A., All Year Club, etc.



### Operations.

Whitsett to furnish free of charge whatever is used of his time and efforts in supervising said Organization and Whitsett to personally pay Milner for whatever he does in connection with the operations of the Organization in conjunction with his regular duties. Clerical help, stationary, postage and like expenses used for or by the Organization to be paid for by it. In other words, no member of the Organization is to receive any salary from it or any part of the "Commission or Supervising" fund or any profits from said sales or the building of said houses.

The Organization to determine the order in which group sales are to be made both as between the parcels of land donated for advertising fund and the parcels optioned in order to be able to offer the most saleable parcels first.

Whenever five purchasers have made deposits and agreed to buy five places, let the contract or contracts for that group of five houses to the lowest bidder or bidders. All of the materials to be contracted for or bought by the Organization at the lowest cash prices and all labor to be likewise contracts to lowest bidder. No day work or force account. Local labor and material men to be given every consistent preference.

Agree with purchasers that if they are not satisfied with said houses when completed as being as represented they can withdraw and get their money back.

Arrange for co-operation and work of all local real estate men on some basis to be worked out that is fair to each one of them, giving them leads.

Each land owner (donor or optioner), respectively, to attend to conveyances, escrows, titles, etc.



The undersigned, each for himself, herself or itself, in consideration of the benefits expected to be derived therefrom, approves and endorses the attached plan of the organization and operation of the W.P. Whitsett Garden Acre Home Group Plan Non-Profit Organization, and subscribes and agrees to convey to the order of said organization, as a donation to the advertising fund of said Organization, the acreage set opposite their respective names below, to be free of encumbrance except taxes for 1932-1933 and existing restrictions and further agrees to immediately place an executed deed of said acreage in escrow with his bank for delivery to the order of said Organization whenever it requires it.

<u>Name</u>	<u>Acres</u>	<u>Description</u>
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